



MCH Infant Mortality Prevention Project Package #A: LHD

“The Period of Purple Crying + Safe to Sleep”

Goals:

- Reduce infant mortality from abusive head trauma
- Reduce infant mortality from unsafe sleep

Objective: By December 2013, in the LHD service area, all families of newborns served in the WIC and HANDS programs will be educated on prevention of abusive head trauma and infant safe sleep through evidence-based practices and most current informational materials.

Target Contacts:

- ❖ WIC families with infants <6months and/or toddlers <2yrs
- ❖ HANDS families with infants
- ❖ General LHD Waiting Rooms

Activities: 10 Steps to Success

Step 1.) If you have chosen this package, state MCH staff will submit your name to the Purple Program and you will be receiving a “Welcome to the Period Purple Program” letter.

Step 2.) Estimate the total number of Purple Crying packages you will need by using:

- a) The total number of live Medicaid births in your county (See Attachment #1). *This number will provide you with an estimate of how many families you will see in the WIC program.*
- b) The total number of HANDS assessments in FY’12 in your county (See Attachment #2). *This number will provide you with an estimate of how many families you will see in your HANDS program.*

*Note: if you need less than 100 packages, you may partner with a neighboring LHD to order materials. You may contact MCH staff for further assistance.

Step 3.) Place your order for **FREE** Safe to Sleep materials as listed under approved materials; it is recommended you place the orders by phone: **1-800-505-2742**, as *Orders may take up to two weeks to arrive.*)

Step 4.) Begin the “3-Step Purple Program Process” as outlined in your “*Welcome to the Period of Purple Crying Program*” letter.

- a) Register for the FREE Purple Program on-line training as indicated in your “Welcome Letter”. (This 27 minute training provides an overview of the Implementation Protocol the *Purple Program* and includes talking points for parents, caregivers, and providers.)
- b) In the “Welcome Letter”, go to the link and print the Memorandum of Understanding (MOU). Review with your supervisor or LHD Director. (**Note: The MOU is a participation agreement, NOT a financial agreement!**)
- c) Electronically sign the MOU per the instructions in the “Welcome Letter”. Upon receipt, the Purple Program will send you an acknowledgement notification. (*Note: The person that signs the MOU should be the same person MCH staff submits to be registered with the Purple Program.*)
- d) Purple Program packages are available to LHDs at the specially discounted rate of **\$2.00 per package** (plus S&H). Minimum orders are 100 packages.
- e) To order Purple Program Packages, call the National Center for Shaken Baby Syndrome at: **1-801-447-9360**

Step 5.) Follow your LHD procedures for ordering materials/supplies

Step 6.) To assist in meeting Purple Program requirements, MCH will provide you with an *Inventory Log* to track the total number of packages ordered and name of outreach contacts.

Step 7.) Report total purchasing activities and outreach contacts monthly in Catalyst using Goal: “Pediatric Care Coordination-122”.

Step 8.) When Purple Program packets arrive, please add at least one Safe to Sleep educational brochure/handout and distribute to LHD programs as follows:

- a) WIC. The WIC Coordinator will hand out these educational packages to the families of newborns during initial certification of the infant. The MCH Coordinator should make effort to be available to provide the three minute discussion points as recommend by the Purple Program training.
- b) HANDS. HANDS is incorporating these topics into the curriculum. Home Visitors will provide education and packages while administering the “Healthy Kids Childproofing Checklist”.

Step 9.) You may include any of the following additional materials in your waiting rooms and/or lobby:

- a) Play the FREE “Safe to Sleep” or the “Cribs for Kids” video and display educational brochures/teaching sheets (Links provided under Allowable Materials)

b) Display PCAKY Abusive Head Trauma brochures, teaching sheets, and posters

*to order FREE materials please e-mail Joel Griffith at JGriffith@pcaky.org

- NSB Poster Dad
- NSB Poster Mom
- Never Shake a Child Brochure (English and Spanish)
- Coping with Crying Information Sheet

Step 10.) In order to track the number of materials used, please record the number of each used in Catalyst. This can most likely be done at the time you have to order new materials, so you will know all the others you handed out have been used. The State MCH program will aggregate the numbers of each package used across the state and report to the Purple Crying program how much education we have been able to accomplish with this approach. This is the first time the Purple Crying program has worked with Public Health (rather than just hospitals), so if we are successful, this approach may become a model for other states.

Allowable charges to cost center 766:

- 1.) MCH Coordinator staff time (salary and fringe) implementing this package which includes educating the WIC patients and HANDs staff.
- 2.) Costs of all listed educational packages/materials including shipping and handling fees.

a.The following is a list of approved Safe Sleep materials you may order or download for use:

Approved Safe Sleep Materials:

- Safe Sleep for Your Baby Video: Reduce the Risk of Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death
- Safe Sleep for Your Baby Generic Brochure
[PDF for Safe Sleep for Your Baby: Reduce the Risk of Sudden Infant Death Syndrome \(SIDS\) and Other Sleep-Related Causes of Infant Death \(PDF\)](#)
- What does a safe sleep environment look like? Single Page handout
[PDF for What does a safe sleep environment look like?](#)
[PDF for ¿Cuál es la apariencia de un ambiente seguro para dormir? \(PDF\)](#)
- Safe Sleep for Your Baby: (African American Outreach)
[PDF](#)
- Safe to Sleep Doorhanger for African American Audiences and Spanish Speaking Audiences
[PDF for Safe to Sleep Doorhanger for African American Audiences \(PDF\)](#)
[PDF for Ponga a su bebé a dormir sin peligro: Reduzca el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño \(PDF\)](#)
- Safe to Sleep Doorhanger for General Audiences
[PDF for Safe to Sleep Doorhanger for General Audiences \(PDF\)](#)

- Safe Sleep for Your Grandbaby: brochure
[PDF for Safe Sleep for Your Grandbaby: Reduce the Risk of Sudden Infant Death Syndrome \(SIDS\) and Other Sleep-Related Causes of Infant Death \(PDF\)](#)
- "Safe Sleep for Your Baby Right from the Start" DVD \$20.00
(*Specific to Hospitals, Doctor's Offices, Health Depts. & Clinics*)
http://cribsforkids.org/wp-content/uploads/2013/03/011-EducationalProductOrderForm_3.12.13.pdf

b. The following is a list of approved materials for Prevention of Abusive Head Trauma you may order or download for use:

Approved Purple Crying Program materials:

- (1). Purple crying packages as described in Step 4 @ \$2 per package, minimum order 100
- (2). Additional Allowable (but not required) materials from the National Center on Shaken Baby depending on what your budget is for this project:

<https://secure.dontshake.org/buymaterials/>

Period of Purple Crying Program	\$2.00 with signed MOU minimum order of 100
Enjoy Your Baby Magnet (never shake)	\$0.60
Never Shake a Baby Poster 8x10	\$0.60
Never Shake a Baby Poster 11x17	\$0.75
DoD Tough Enough Poster 11x17	\$0.75

Shhh . . . Baby's Sleeping" Door Hanger \$0.20 (African-American, Caucasian and in Spanish)

Dads Tip Card Full Size \$0.20 (African-American and Caucasian) Wallet size: \$0.15

Dads "Time Out" Card \$0.20

Crying Card \$0.20 in English and Spanish

When My Baby Cries" Magnet Card \$0.40 in English and Spanish

Activities not allowed to be charged to cost center 766:

- 1.) Materials not specifically listed for these projects
- 2.) WIC and HANDS staff **cannot** code their time to cost center 766, even if they are assisting with the distribution of the packets.
- 3.) Any materials used for mass distribution (e.g. health fairs, baby showers, etc...) **cannot** be coded to cost center 766

